

# city college news

## College and Bruce Mau Design launch innovative post-grad design program



(l to r) Greg Van Alstyne and Bruce Mau of Bruce Mau Design with Paul Carder and Luigi Ferrara at the official launch of the Institute without Boundaries.

The School of Design and Bruce Mau Design have entered into the first Canadian college post-graduate design program to combine a public-private model of education. The new post-graduate design

initiative, called **The Institute without Boundaries**, will be located at Bruce Mau Design on Spadina Avenue. The new Director of the School of Design at George Brown College, Luigi Ferrara,



Students in the 12-month Institute without Boundaries program will work on a project at the Bruce Mau Design Studio on Spadina Ave. in downtown Toronto.

will oversee the Institute program, with support from Greg Van Alstyne, who has been hired as a team leader at the Institute.

Mau explains that eight to 12 students will be accepted

to the program annually, which begins in January 2003. Potential candidates will not be restricted to design students, but also individuals who have experience in a variety of disciplines from design and multi-media production to economics or geography. "We are looking for people across a spectrum of disciplines. We want to create teams that can cover the entire waterfront to grapple with real challenges and develop the capacity to expand learning horizons. "It's a concept that takes learning off the university grid," he adds. "More and more, the design community is calling for designers with skills that cross the boundaries of existing disciplines."

The multi-disciplinary group of graduate students will work at Mau's studio with the creative team on studio projects involving multiple media. "Students will be

(continued on page 2)

## There's still time to register for the world premier of *Mission Possible*

**WHEN** Wednesday, October 23, 2002

8:30 AM breakfast

9:30 AM multimedia presentation

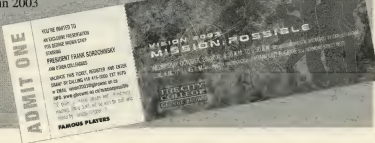
**WHERE** The Paramount Theatre,  
John and Richmond Streets

**SEE** Frank Soroichinsky delivering a multi-media address on Vision 2003 successes!

**HEAR** about current projects and plans for the future!  
**LEARN** about the opportunities in store for George Brown in 2003 and beyond!

You can even enjoy a deluxe continental breakfast and be eligible to win movie pass prizes.

Reserve your seat for this special screening today.  
Call ext. 6070 or email  
vision2003@gbrownc.on.ca

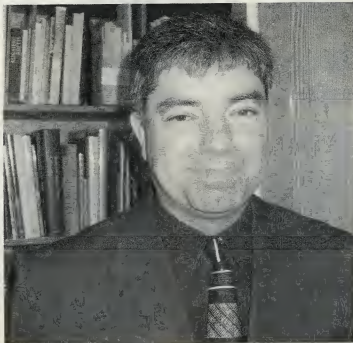


# School of Design Director breaking down the barriers between business and creativity

If you're looking for Luigi Ferrara, George Brown's new Director for the School of Design, he is likely in two places at one time – if not three. In fact, Ferrara has spent his entire career juggling multiple jobs. "I have always had more than one job," he says. "It's my nature." It's a feat that he says reflects his overall philosophy of business and design. "I am a firm believer in collaboration between business and creativity and linking the knowledge we gain in the workplace with academics."

Since graduating from the University of Toronto Faculty of Architecture in 1985, Ferrara has consistently put those beliefs into practice, combining his numerous creative skills with a strong head for business. He has been a designer, an architect (including work for the world famous architect James Stirling), a software developer, a professional speaker, an editor and a business entrepreneur.

In addition to his new position at George Brown, Ferrara is involved in four other design organizations. He is founder and president of DXNet, a subsidiary of Toronto's Design Exchange



and developer of online creative platforms that include portal collaboration and advanced visualization tools. He is president-elect of ICSID, the international organization of industrial designers, and sits on the Board of the Association of Canadian Industrial Designers. And he is chairman and founder of the Architectural Literacy Forum, which is preparing to launch its Realtime Digital Centre for the Arts in the Distillery District in January 2003.

Ferrara has also been an internationally recognized author and speaker on design, architecture and urban planning. He has been editor of the journal of the Association of Ontario Architects, principal and founder of Ferrara Contreras Architects Inc., and Vice-President of Programs and Services for the Design Exchange.

According to Ferrara, this multiplicity is a major advantage in helping education and business develop the tools to build successful communities.

"All my career I have been strongly committed to breaking down barriers and fostering collaboration to improve society and the quality of life for people functioning within it."

He saw an opportunity to pursue that goal further when he began collaborating with staff at George Brown a year ago. "What intrigued me about the faculty was that it combined Business and Creative Arts. I was keen on the fact that the School of Design interacts and works with business, and creates the cross-pollination between the business and creative communities which I feel is absolutely essential in today's society."

Ferrara says he is excited about working on curriculum development for the School, including the new Design Management Program and branding the new and improved Digital Media Program. "For education to be relevant it needs to be engaged with business and students. As they say, there's no theory without practice, and no practice without theory. I'm am looking forward to maintaining that connection in my work at George Brown."

## New post-graduate design program (continued from page 1)



assigned a working project with a real public dimension," says Mau. "The project becomes the learning experience and students learn everything from there."

School of Design students will also benefit from the Institute's collaboration with George Brown. The college will incorporate this model into its classroom work through faculty involvement

in the program and classroom lectures by Bruce Mau Design professionals.

The first Institute assignment is to work with a studio team on an exhibit to debut at the Vancouver Art Gallery in June 2004. The Bruce Mau Design-initiated project, entitled *Massive Change*, will explore the changing role of design in contemporary society.

"This post-graduate

program will take design education to a new level of learning and practice," says Ferrara. "One of the key strategies of our revitalized School of Design is to leverage relationships in the design community to boost the quality and value of our design education. By aligning our program with such a respected creative organization, we'll fulfill this mandate."



## Lieutenant Governor delivers opening address at GBC forum

Lieutenant Governor of Ontario, The Honourable James K. Bartleman (shown here with George Brown President Frank Sorochinsky), delivered the opening address

at the 4th Annual World Mental Health Day Forum held at St. Lawrence Hall in Toronto. The forum, entitled "From Survival to Recovery: The Relationship Between

Childhood Trauma and Adult Mental Illness", was sponsored by Redirection Through Education (RTE) and George Brown College Training Services.

In a moving address to the audience, the Lieutenant Governor spoke candidly about past and present encounters with childhood trauma – both on the Indian reserves he has visited and within his own family environment – and the overall impact of trauma on family and society. Dr. Clare Pain, psychiatrist and Clinical Director of the Psychological Trauma Assessment Clinic at Mt. Sinai delivered the keynote address. David Schatzky, psychotherapist and media personality, served as moderator for the panel discussions that followed the presentations.

## International Denturist Education Centre marks 10 years of success



George Brown's International Denturist Education Centre, the only Centre in the world that provides distance education services to licensed denturists and denturist candidates, is now

in its 10th year of operations. Today, the 12 staff members teach more than 20 courses to students in Canada, the UK and the US.

George Brown's offerings combine audio, textbook and on-site internships and instruction by the Centre's staff members, who travel to London, Birmingham, Oregon, Maine, Florida, Nevada and other sites to deliver lectures.

According to Mike Vakalis, Coordinator for the Centre George Brown's success in this area is because of the commitment and dedication of the team members. "We put in a lot of hard work to do something others were not willing to do. None of this could have been accomplished without their efforts. Thanks to them the college has international recognition, and the candidates who take the courses are grateful to George Brown in helping them meet their needs."

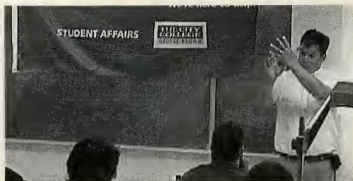
Vakalis is shown above with staff members (l to r) Anita Beardwood, Gwen Buttle and Kathy Prypasniak.

## Memorial Service being held for former Dean

Jim Michie, a long-time former faculty member and dean of George Brown College, passed away on September 30 of this year. Mr. Michie held a variety of positions with the college, including Dean of Business and Industry Training. He retired from the college in 1989. During his time at George Brown, Mr. Michie served on numerous committees serving the five metro colleges in the Toronto area and was a well-respected figure in the college community.

According to former George Brown Senior Vice-President and long-time friend Jim Turner, "Jim was one of the real veterans of the college. He was the Night School Supervisor of the College Street Campus when it became part of George Brown in 1969. Jim was well known and well-liked by all, and did a lot of great things at George Brown." Mr. Michie is survived by his three daughters and a son.

A memorial service is being held on November 1 from 2:30 to 4:30 pm at Siegfried's Restaurant. For information call Yvonne Snider at 416-266-4073.



## President of Canadian Association of the Deaf visits George Brown

On September 25, guest lecturer Chris Kenopic, President of the Canadian Association of the Deaf, visited St. James Campus where he presented the audience with a preview on the World Federation of the Deaf Conference in Montreal, July 2003. His appearance was part of a series of events celebrating International Deaf Awareness Week hosted by Deaf & Hard of Hearing Services.

## Enjoy international cuisine at Casa Loma

September 30 marked the beginning of a monthly potluck event featuring tasty foods from around the world. The student lounge at Casa Loma plays host to this diverse event offering Cajun, Aboriginal, Middle Eastern, Asian, West Indian, and Latin American cuisines. Check the Student Association events hotline at 416-415-2900 ext. 89001 for dates and times.

## GBC Coordinator named recipient of Ontario Medal for Good Citizenship

Mandy Bonisteel, Coordinator with the Faculty of Community & Health Sciences, has been named a recipient of the Ontario Medal for Good Citizenship. The Ontario Ministry of Citizenship awards the Medal to 12 recipients annually in recognition of individuals who, through exceptional long-term efforts, have made outstanding contributions to the well being of their communities. The investiture ceremony will be held on Friday, October 18, where she will receive the medal from the The Honourable James K. Bartleman, Lieutenant Governor of Ontario.

## Deaf & Hard of Hearing Services celebrates 30 years

The George Brown Deaf & Hard of Hearing Services celebrated its 30th Anniversary on October 4 with a semi-formal reunion event. Guests included former students and staff who have used the services of the Department. Show in the photo are former students who joined in the evening's festivities.



# upcoming events

## George Brown Open House

November 9 (11:00 am to 4:00 pm)

St. James and Casa Loma

Interested in volunteering?

Call Rosalie Starkey 416-415-5000 ext. 4842

## Theatre School Productions

November 6 to 16

The Threepenny Opera

February 12 to 23

Angels in America: Millenium Approaches

April 15 to 26

Spring Repertory Season: Lady Windemere's Fan and The Visit  
George Brown Theatre, 530 King Street East

Tickets are \$15 for general admission and pay-what-you-can for Saturday matinees.

Call 416-415-5000 ext. 2167

November 30 to December 7

The Wind in the Willows

Family Theatre at Hart House

Tickets are \$8 general admission. Call 416-978-8668. Group tickets are \$4 each. To book a group, call 416-415-5000 ext. 2167

## Free Career Planning Workshop

November 4, December 2 (6:30 to 9:30 pm)

St. James Campus, 200 King St. E., Room 461D

Call 416-415-2000 ext. 3444 and press 1 to register.

## Free True Colors® Workshop

October 21, November 25, December 9 (6:30 to 9:30 pm)

St. James Campus, 200 King St. E., Room 461D

Call 416-415-2000 ext. 3444 and press 3 to register.

## Hospitality & Tourism Discovery Days Open House

November 14, December 3, January 29 (2:00 to 4:00 pm)

Hospitality & Tourism

Take a complete tour of the facilities, see demonstrations by chef/instructors, etc.

Call Heather Comrie 416-415-5000 ext. 2239

## Ontario College Information Fair 2002

October 21 (6:00 to 9:00 pm), October 22 (9:30 am to 1:30 pm)

Toronto Centre for the Performing Arts, 5040 Yonge Street

Call 416-491-5050 ext. 2008

## Ready, Set, Cook and Win

October 23

Hospitality & Tourism

Call Heather Comrie 416-415-5000 ext. 2239

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Story ideas?

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